

ECONOMIC DEVELOPMENT ADVISORY BOARD

Meeting Minutes

October 12, 2005 at 4:00 P.M.

City of Fort Lauderdale

100 North Andrews Avenue

8th Floor Conference Room

Economic Development Advisory Board	Current Meeting	Cumulative Attendance	
<u>MEMBERS</u>		<u>Present</u>	<u>Absent</u>
Robert Boyd	A	1	1
Mark Budwig	P	2	0
William Burrington	P	2	0
Pat DuMont, Chair	P	2	0
Ruchel Louis, Vice Chair	P	2	0
Michael F. McGinn	A	0	2
Cort Neimark	A	1	1
Tim Schiavone	P	2	0
Gerri Washington	A	0	2
Gwen Watson	A	0	2
Lisa Zelch [4:23]	P	1	1

Staff

Ron Hicks, Economic Development Director

Silver Lee, Clerk II

I. Call to Order

Chair DuMont called the meeting to order at 4:14 p.m.

Board members, City staff and guests introduced themselves in turn.

Chair DuMont asked the Board if rescheduling the November meeting to the 16th would conflict with anyone's schedule and it did not. The November meeting was therefore rescheduled to November 16th at 4 p.m.

II. Approval of September 2005 Minutes

[Deferred to later in the meeting due to lack of a quorum]

Motion made by Ms. Louis and seconded by Mr. Burrington to approve the September 2005 minutes. Board unanimously approved.

III. Discussion of EDAB Workshop and Updates

Mr. Hicks described his editing of the workshop outline and explained his rationale.

Mr. Hicks explained the expedited permitting process for developers, pointing out that the Building Services Department was currently understaffed and overwhelmed by the volume of permit requests. Mr. Schiavone was concerned about outsourcing the permitting and felt the City, not a private entity, should continue to make money from permits. Mr. Hicks assured him that the City would continue to make money on the projects; this additional service would just serve to speed the process along. Mr. Hicks said the committee had already selected a company that had responded to the RFP.

Hiring additional permanent staff was probably not advisable in the long run because the workload would eventually decrease. Mr. LaMattina thought that the expedited process for developers would free up City personnel to better serve smaller businesses and individuals. Mr. Hicks agreed with Chair DuMont that they must also find a way to communicate to smaller businesses and individuals that the City staff was there to serve them as well.

Chair DuMont noted that there must always be someone to whom applicants could turn without fear of retribution when they ran into problems.

Mr. Hicks reminded the Board that he intended to consult with Valerie Bohlander and George Gretsas to consider whether the current codes were too burdensome.

Mr. Hicks said the new outline would be circulated to the Board and they could consider the item ranking and any more changes they wanted to make.

Motion made by Mr. Burrington and seconded by Mr. Budwig to approve the October 6, 2005 Workshop minutes as amended. Board unanimously approved.

Chair DuMont felt they should discuss the outline items in order to obtain more input and enable them to prioritize. The Board then expounded upon the outline items.

Regarding parking availability, Mr. Schiavone brought up the ULI studies last year, which he felt should be utilized. Mr. Hicks stated that the aquatic center development project could include a parking level that would quadruple the parking at the beach. They were also considering additional parking in all of the proposed beach development projects.

Mr. Schiavone felt that since most of the new development near the beach was “multi-million dollar resort driven”, the more affordable hotel/motel chains would move out west. He felt a private entity or the hotels would then need to provide transportation for their guests to get to the beach area. Mr. Schiavone also felt that the transportation would only succeed if it was fun and entertaining, like the Water Taxi. He suggested a trolley made to look like yacht, sponsored by a yacht company.

Mr. Schiavone also commented that “free” was a “bad word...[that] never brings you anything but trouble.” Chair DuMont noted that the City wanted to become more friendly for people coming to town for conventions and other similar activities. She noted that other cities had successfully managed to provide free transportation and overcome the possible negatives.

Regarding the newsstand boxes, Mr. Hicks informed the Board that the City Attorney was reviewing the requirements for the boxes. Ms. Zelch advised Mr. Hicks to call Marsha Berkley at the City of Plantation, as they had recently instituted a new ordinance for the newsstand boxes requiring them to have a standardized unit and to register the location with the City.

Regarding street-scaping, Mr. Hicks explained that this referred to wider sidewalks, landscaping, on-street parking, paver areas, and matching benches, garbage receptacles

and lighting fixtures. Mr. Hicks explained that sky-scaping meant maintaining a visual aesthetic at the tops of the buildings.

Mr. Hicks and the Board agreed that ordinances must be investigated for controlling noise and light pollution.

Chair DuMont suggested adding business-oriented organizations such as the Chamber of Commerce and the Broward Alliance to the strategic alliances; Ms. Louis added the Broward Women's Club.

Mr. Hicks noted that Miami had an effective post-disaster recovery plan that Fort Lauderdale intended to use to develop their own.

Mr. Hicks explained that a Business Improvement District [BID] assessed properties and used the assessments to pay for maintenance also beyond City and for maintain. This would enable them to do things the City could not otherwise afford to do to enhance and maintain the area. Mr. Hicks assured Mr. Schiavone that the funds were dedicated. Mr. Hicks explained that The City Manager wanted to control the funds, and a staff would be hired to administer it. Mr. Hicks said the first BID area was the beach. Once they proved they could effectively manage this BID, they could develop additional BIDs around the City.

The outline now included some additional input from Mr. Hicks and the Board:

I. Quality of Life Issues

Convenience

Parking availability

Structures

Costs

Shuttles

ULI reports

Transportation

Rail, bus, trolley, water transportation

Visual aesthetics

Panhandlers

News stands

- Street-scaping
- Sky-scaping [C]
- Noise pollution [C]
- Light pollution [C]
- International signage

II. Outreach

Tools

- 1. Communication
 - 311-Type information telephone number [ST]
 - Branding [LT]
 - Website [C,ST]
 - Problem solving

Strategic Alliances

- 1. Economic Development Summary Report
 - Education alliances with local educational institutions [ST]
 - Small Business Administration [ST]
 - Business-oriented organization
 - Chamber of Commerce
 - Broward Alliance

Influence/Reputation

- Elected officials relations [ST]
- Partnerships with Economic Development Organizations [ST]
- State & County Teams [ST]

III. Department of Business Development

Master Plan

- Infrastructure
- Budgeting
- Master Plan
- Post Disaster Redevelopment Plan / Business Recovery Centers
- Affordable Housing and Business spaces
- Zoning

Office

- Development and Incentives
- Grants
- Film and Video
- Real Estate [housekeeping issue]

IV. Incentives

- Direct Incentives
- Workforce Training
- BCIP [Business Capital Improvements Program]
- Expedited Permitting process [C,ST]

V. Business Improvement Districts

- Beach BID
- Uptown BID
- Downtown BID
- CRA's

VI. Business Attraction

- International
- Target Industries
- Small businesses
- Tourism
- Land use/tax base

Codes:

C – items currently being worked on

ST – Short Term considerations

LT – Long Term consideration

Mr. Budwig felt that at their next meeting, they should discuss how they could make their vision happen. Chair DuMont felt they should develop a long-term plan that could be continued despite future staff and Board member changes.

IV. Old/New Business

Mr. Hicks announced that holiday lights would be installed on 72 poles along the beach. They were meeting with FPL on Friday to discuss some issues about the high voltage lines near the bonnet House.

Ms. Louis asked about the Hyde Market site and Mr. Hicks stated that there had been a meeting this morning regarding the park in front of the development project.

V. Adjourn

Thereupon the meeting adjourned at 5:27 p.m.

Economic Development Advisory Board
October 12, 2005
Page 7